PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: DISTRIBUTION DATE: March 21, 1991

FROM: Paul Degener

SUBJECT: "Spot Me A Buck" - Market Check Report

This provides a report on the "Spot Me A Buck" - Retail Motivation Program being executed at convenience/pack outlets, including a Market Check conducted recently in Section 15 (Northern NJ).

Overview

Bucks brand seeks to gain the highest possible trial by "breaking through" smoker apathy for a new brand. The "Spot Me A Buck" promotion is designed to motivate retail sales clerks to visibly support the brand during the early post-launch months. This includes the wearing the "Ask For Bucks" buttons and awareness that there is a new cigarette to try called "Bucks". PM S/R's "spot" the clerks wearing their buttons and immediately enter them in a sweepstakes to win over 2,195 prizes, including five trips to "Buck Island" in the Carribean.

Conclusion

The "Spot Me A Buck" Retail Motivation Program has been placed at numerous retail accounts in Section 15, where clerks have been enthusasticly "spotted" and entered into the contest. Overall the button "spotter" program has gained strong involvement and participation nationally; however it will require more sell-in time in the future, to be fully effective.

Discussion

- Retail acceptance and understanding of the program has been strong, particularly upon explanation of the extensiveness of the prize structure: 5/Region; 30/Section; 2,163/Territory prizes.

- S/R capability as to "spotting" and reporting program participants is functioning effectively, and gives Reps. an additional account sales tool.

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- Due to some creative, production and shipment delays, materials did not reach approximately a dozen S/R depots as scheduled which diminished the month-long February sell-in effectiveness of the program in some areas.

- Each participating account's clerks received a supply of Rules brochures and "Ask For Bucks" buttons and are wearing them during the March "spotting/entry" period, however due to S/R workload priorities and route schedules, some clerks have subsequently lost enthusiasm.

- A weekly Entry Report as to entries indicates the delay due to receipt of materials, then a subsequent increase in reported button distribution, and the recent increase in the entry level. Reports will continue with a final Winners report issued in late May.

- Region reports as to accounts willingness to participate have been positive; and there has been no National Account chain resistance to employees wearing a button on their uniforms.

If I can provide anything further please call.

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